

Message Text

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PAGE 01 BUDAPE 02810 150404Z
ACTION EB-08

INFO OCT-01 EUR-12 ISO-00 COME-00 L-03 STR-07 TRSE-00

CIAE-00 INR-10 NSAE-00 /041 W

-----035629 160116Z /73

R 141148Z JUL 78

FM AMEMBASSY BUDAPEST
TO SECSTATE WASHDC 1942

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E.O.11652: NA

TAGS: EEWHT HU

SUBJECT: PHARMACEUTICAL CONTRACT ATTRIBUTED TO TRADE AGREEMENT

1. BRITISH-BASED AGENT OF UPJOHN TOLD EMBASSY JULY 13 THAT HE HAS SIGNED AN AGREEMENT WITH MEDIMPEX FTO TO SUPPLY HYDRO-CORTISONE VALUED AT OVER \$3 MILLION. MEDIMPEX HAD PURCHASED THIS PRODUCT FROM UPJOHN UNTIL SOME YEARS AGO WHEN HUNGARIAN TARIFFS WERE RAISED IN RETALIATION AGAINST U.S. INCREASES. THEREAFTER FRANCE BECAME SOLE SUPPLIER. AGENT HAS STRONG HOPES OF INCREASING SALES OF A SECOND UPJOHN PRODUCT AND INTRODUCING A THIRD, FOR ADDITIONAL SALES OF \$2 MILLION OR MORE. ALL OF THESE SALES WILL APPARENTLY TAKE PLACE IN 1978 AND SHOULD LEAD TO REPEAT BUSINESS.

2. AGENT STATED SALES A DIRECT RESULT OF MFN STATUS, WITHOUT WHICH UPJOHN COULD NOT BEAT WESTERN EUROPEAN PRICES.

3. THERE IS NO COUNTER-TRADE AGREEMENT INVOLVED IN THIS SALE. FACT THAT AGENT'S COMPANY BUYS HUNGARIAN PHARMACEUTICALS (IN LESSER AMOUNTS THAN HUNGARIAN PURCHASES) WAS PRESUMABLY HELPFUL, BUT AGENT SAYS HUNGARIAN PRODUCTS' HIGH QUALITY AND EASILY MARKETABLE IN THE WEST, AND, CONSEQUENTLY, WOULD BE PURCHASED IN ANY EVENT.

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Message Attributes

Automatic Decaptoning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: DRUGS, CONTRACTS, TRADE AGREEMENTS
Control Number: n/a
Copy: SINGLE
Draft Date: 14 jul 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: RELEASED
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment: 25 YEAR REVIEW
Disposition Date: 20 Mar 2014
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1978BUDAPE02810
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D780291-0806
Format: TEL
From: BUDAPEST
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1978/newtext/t19780761/aaaabyuj.tel
Line Count: 56
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: fd169e73-c288-dd11-92da-001cc4696bcc
Office: ACTION EB
Original Classification: LIMITED OFFICIAL USE
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: LIMITED OFFICIAL USE
Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 05 may 2005
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: N/A
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 2011070
Secure: OPEN
Status: NATIVE
Subject: PHARMACEUTICAL CONTRACT ATTRIBUTED TO TRADE AGREEMENT
TAGS: EEWHT, HU
To: STATE
Type: TE
vdkvgwkey: odbc://SAS/SAS.dbo.SAS_Docs/fd169e73-c288-dd11-92da-001cc4696bcc
Review Markings:
Sheryl P. Walter
Declassified/Released
US Department of State
EO Systematic Review
20 Mar 2014
Markings: Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014